

YOUR 10-MINUTE PRESENTATION

1) Prepare Thoroughly

Study your topic. Organize your ideas with an outline or bullet sheet for members to follow along. Incorporate seasonal offerings, world events & topics as they pertain to your category, i.e., benefits of flood insurance during hurricane season.

2) Prepare a Short Introduction – 75 words or less

Using an index card or the online interactive introduction form; prepare a short introduction about yourself to be read by the Secretary prior to your presentation. Intro's are filed in the Chapter Business Card file.

3) Use Visual Aids

You may choose to use charts, handouts, brochures, questionnaires, power point, etc. These help people remember and understand your presentation. * Include the Speaker Evaluation Form – 1 for each member/visitor attending.

4) Look At Your Audience

Use eye contact with people as though you were having a personal conversation with them.

5) Reach Out To Your Listeners

Involve your listeners as much as possible by asking them to answer questions. Teach them what to listen for – what people say that would generate a referral for you. Teach them what to say to people they want to refer to you.

6) Give Inside Information

As you become more familiar with your group present inside knowledge, the “the tricks of your trade”. Educating your members helps increase a chapter's knowledge, professionalism and ability to deal with different markets.

7) Enjoy Yourself

This is your opportunity to share your knowledge and your enthusiasm for your business.